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Spring 2-1-2004

# MGMT 495.02: Artist Management, Touring Communications and New Media

Scott Douglas

*University of Montana, Missoula*

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# **Artist Management, Touring Communications and New Media Course Syllabus**

***Spring 2004***

Course: MGMT 495-2

Professor: Scott Douglas

Title: Artist Management...

Office: GBB 390

Time: 9a-6p Sat. 9am-1:30pm Sun.

Office Hours: By appointment

Room: GBB 122

Office Tel.: 243-4962

Credits: 3 hours

Home Tel.: 607-777-2544

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## ***Course Overview:***

Welcome to MGMT 495-2, Artist Management, Touring, Communications and New Media. I am Dr. Scott Douglas and preferred to be called Dr. Douglas, Professor Douglas, or Scott. Although I am the instructor of record, this course will be primarily delivered by noted professionals from the entertainment industry, particularly as it pertains to music entertainment.

The purpose of the course is to provide a basic understanding of the entertainment business to students interested in the many career opportunities in the world of entertainment. Students will learn the process involved in developing, presenting and sustaining an artist's career while incorporating related business aspects of the entertainment profession. Throughout the course we will maintain an emphasis on providing a practical and value-added insight to the entertainment industry. In doing so, we will place an emphasis on applying our knowledge to realistic and relevant problems faced by entertainment professionals. It is only when you have experienced applying your knowledge to actual problems that you can readily see your strengths and weaknesses.

## ***ADA Accommodation Statement:***

Students with any type of documented disability that may interfere with learning in class may negotiate a reasonable accommodation with the instructor of record early in the semester.

## ***Course Requirements and Assignments:***

You should read all required assignments prior to the first day they are scheduled. The required reading is considered a minimum. Thus, we hope you will be actively reviewing other literature and topics of related interest. Without your input, our class is limited to the readings and our interpretations.

Due to the uniqueness of this course, its real value will be discovered through the following:

1) Presentation and in-class application of materials by noted experts: Given the vast amount of knowledge and experience that will be shared during the class meetings, it is very important that students make concerted efforts to attend class as scheduled. **(30% of class grade)**. Specifically, each class on Saturday equals 7% of the total grade, while each class on Sunday equals 3%.

2) Service learning outside of regularly scheduled class times: Since much emphasis is being placed on the application of the knowledge being shared by the instructors, students will be required to participate in a practical, relevant, and real-life situation (e.g., production of an end of the year event) that will require them to demonstrate a basic understanding and ability to function effectively within the entertainment industry. **(30% of class grade)**

3) Artist Development Plan: Students are expected to have the ability to integrate the knowledge they acquired during the course. In light of this expectation, students will be placed into groups that will be responsible for the development of a comprehensive plan for developing an artist of your choice and genre. **(40% of class grade)**

**Grading:**

A (90 - 100) B (80 - 89) F (79 or below)